

Canadian Geographic Magazine

Social media editor

Full-time

THE OPPORTUNITY

Canadian Geographic is seeking a social media editor to plan and execute the creation and analysis of social media content and engage with our digital audience. Working with the editorial team, The Royal Canadian Geographical Society, and Canadian Geographic Education, this person will play an instrumental role in supporting one of Canada's leading media brands.

CANDIDATE PROFILE

A creative, dynamic and organized team player who thrives in the fast-paced world of social media. The ideal candidate will be an entrepreneurial self-starter who enjoys the autonomy and stimulating variety of a small-team environment. In addition to having a large personal following on multiple social platforms, the social media editor should be an articulate communicator with proven writing and editing skills. Direct experience in coordinating social media campaigns across multiple platforms would be an asset, too. Resourceful and innovative, the successful candidate will also be respectful of the editorial standards and traditions of Canadian Geographic and the educational grounding of the Society. Articulate and confident, the successful candidate will strive to deepen relationships with Canadian Geographic's online audience and help to grow our presence across established and emerging digital platforms.

KEY RESPONSIBILITIES

Some of the position's key responsibilities include:

- Coordinating Canadian Geographic's brand presence on key social media platforms, including creating and publishing content and reporting on results
- Working with The Royal Canadian Geographical Society, Canadian Geographic Education and other internal and external partners to develop and successfully execute cross-platform social media campaigns for various programs and events
- Strategizing and executing fundraising campaigns for the RCGS
- Coordinating Canadian Geographic's Photo Club, including coordinating photo competitions and working with our software provider to promptly troubleshoot technical issues
- Working with the advertising sales team to develop innovative social media packages that meet the needs and expectations of Canadian Geographic's clients and audience
- Working with the editorial department and online editor to explore new and innovative ways to further develop Canadian Geographic's digital presence

QUALIFICATIONS

- University degree or college diploma in journalism, marketing or related discipline.
- Minimum of five years relevant experience
- Superior editing and writing skills
- Demonstrated ability to manage multiple priorities in a fast-paced environment
- Working knowledge of French will be considered an asset.

APPLICATION PROCESS

Please submit resume to: socialmedia.editor@canadiangeographic.ca

Qualified candidates will be contacted by phone and/or email. Due to the number of applications we receive, we will be able to respond only to those candidates who are selected for interviews, but we thank all candidates for their interest in this position.